



GONG 2014 - FINALISTS

S/N	Category	Entry Title	Agency	Client
PRINT				
1	Newspaper & Magazine/ Beverages	Deux	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
2	Newspaper & Magazine/ Beverages	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
3	Newspaper & Magazine/ Beverages	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
4	Newspaper & Magazine/ Beverages	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
5	Newspaper & Magazine/ Beverages	Quatre	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
6	Newspaper & Magazine/Corporate Image	Brother and Sister	Grey Group Singapore	Qatar Airways
7	Newspaper & Magazine/Corporate Image	Dad and Baby	Grey Group Singapore	Qatar Airways
8	Newspaper & Magazine/Corporate Image	Old Couple	Grey Group Singapore	Qatar Airways
9	Newspaper & Magazine/Pharma & Beauty Products	For a stronger heart	TBWA Singapore	Pfizer Pte Ltd
10	Newspaper & Magazine/Sports, Ent., Travel & Leisure	Old Couple	Grey Group Singapore	Qatar Airways
11	Newspaper & Magazine/Sports, Ent., Travel & Leisure	Brother and Sister	Grey Group Singapore	Qatar Airways
12	Newspaper & Magazine/Sports, Ent., Travel & Leisure	Dad and Baby	Grey Group Singapore	Qatar Airways
13	Newspaper & Magazine/Sports, Ent., Travel & Leisure	Face-to-Face Connections-Bother and Sister/Dad and Baby/Old Couple	Grey Group Singapore	Qatar Airways
14	Newspaper & Mag./Public Service, Charity & Fundraisin	Comments Can Kill - Beach	Publicis Singapore	Touch Cyber Wellness
15	Newspaper & Mag./Public Service, Charity & Fundraisin	Comments Can Kill - Cliff	Publicis Singapore	Touch Cyber Wellness
16	Newspaper & Mag./Public Service, Charity & Fundraisin	Comments Can Kill - Road	Publicis Singapore	Touch Cyber Wellness
17	Newspaper & Magazine / Miscellaneous	Assassin's Creed	Grey Group Singapore	Proctor & Gamble (Singapore)
18	Newspaper & Magazine / Miscellaneous	Mario	Grey Group Singapore	Proctor & Gamble (Singapore)
19	Newspaper & Magazine / Miscellaneous	Street Fighter	Grey Group Singapore	Proctor & Gamble (Singapore)
20	Newspaper & Magazine / Miscellaneous	Soldiers	Dentsu Singapore	ARS Chemical (Thailand)
21	Newspaper & Magazine / Miscellaneous	Samurai	Dentsu Singapore	ARS Chemical (Thailand)
22	Newspaper & Magazine / Miscellaneous	Knights	Dentsu Singapore	ARS Chemical (Thailand)
23	Newspaper & Magazine Campaign/Beverages	Guinness Draught In A Bottle(Un,Deux,Trois,Quatre,Cinq)	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
24	Newspaper & Magazine Campaign/Corporate Image	Face-to-Face Connections-Bother and Sister/Dad and Baby/Old Couple	Grey Group Singapore	Qatar Airways
25	Newspaper & Mag. Campaign/Public Service & Charity	Logos Against Breast Cancer - Facebook, Twitter, Instagram	DDB Group Singapore	Breast Cancer Foundation
26	Newspaper & Mag. Campaign/Public Service & Charity	Comments Can Kill - Beach,Cliff, Road	Publicis Singapore	Touch Cyber Wellness
27	Newspaper & Magazine Campaign/Miscellaneous	Don't Let The Game Die - Assassin's Creed/Mario/Street Fighter	Grey Group Singapore	Proctor & Gamble (Singapore)
PRINT CRAFT				
1	Art Direction	Deux	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
2	Art Direction	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
3	Art Direction	Quatre	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
4	Art Direction	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
5	Art Direction	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
6	Art Direction	Tiger	TBWA Singapore	Artful House
7	Art Direction	Comments Can Kill - Cliff	Publicis Singapore	Touch Cyber Wellness
8	Art Direction	Comments Can Kill - Beach	Publicis Singapore	Touch Cyber Wellness
9	Art Direction	Comments Can Kill - Road	Publicis Singapore	Touch Cyber Wellness
10	Art Direction	Birds	Nemesis Pictures	Unilever Asia
11	Art Direction	Butterflies	Nemesis Pictures	Unilever Asia

12	Art Direction	Balloons	Nemesis Pictures	Unilever Asia
13	Art Direction	Balloons, Birds & Butterflies	Nemesis Pictures	Unilever Asia
14	Art Direction	Soldiers	Dentsu Singapore	ARS Chemical (Thailand)
15	Art Direction	Samurai	Dentsu Singapore	ARS Chemical (Thailand)
16	Illustration	Logos Against Breast Cancer - Facebook, Twitter, Instagram	DDB Group Singapore	Breast Cancer Foundation
17	Illustration	Deux	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
18	Illustration	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
19	Illustration	Quatre	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
20	Illustration	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
21	Illustration	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
22	Illustration	Street Fighter	Grey Group Singapore	Proctor & Gamble (Singapore)
23	Illustration	Assassin's Creed	Grey Group Singapore	Proctor & Gamble (Singapore)
24	Illustration	Mario	Grey Group Singapore	Proctor & Gamble (Singapore)
OUTDOOR & POSTER				
1	Poster/Free format	Un	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
2	Poster/Free format	Trois	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
3	Poster/Free format	Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
4	Poster/Free format	A Daughter's Greatest Fear - "Blondes, Brunettes	Publicis Singapore	Lancome - L'oreal Singapore Pte Ltd
5	Poster/Free format	Soldiers	Dentsu Singapore	ARS Chemical (Thailand)
6	Poster/Free format	Samurai	Dentsu Singapore	ARS Chemical (Thailand)
7	Poster/Free format	Knights	Dentsu Singapore	ARS Chemical (Thailand)
8	Poster/Free format	Subway - Say It With A Sub "Lips"	Saatchi & Saatchi	Subway Systems Singapore
9	Poster/Free format	IKEA Sale Going Fast	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
10	Poster/Interactive designed for Digital sites	EZ-Donation Billboards (Dreams)	DDB Group Singapore	Community Chest Singapore
11	Ambient /Live stunts & Promotional Events	Fan-Sponsored Team	DDB Group Singapore	StarHub
12	Ambient /Live stunts & Promotional Events	Arthur's Day - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
13	Ambient /Live stunts & Promotional Events	Clear Headers	DDB Group Singapore	Unilever Singapore
14	Ambient/Bars & Restaurants	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore
15	Ambient/Small Scale Special Solutions	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)
16	Ambient/Small Scale Special Solutions	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore
17	Outdoor & Poster - Outdoor/Food	Subway - Say It With A Sub "Lips"	Saatchi & Saatchi	Subway Systems Singapore
18	Outdoor/Drinks - Alcoholic & Non-Alcoholic	Un, Deux, Trois, Quatre, Cinq	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
19	Outdoor/ Home Appliances & Furnishings	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
20	Outdoor/Banking, Investment & Insurance	NTUC Vivocare 100 - Campaigns	BBH Asia Pacific	NTUC Income
21	Outdoor/Cars & Automotive Services	Polar Bear	Y&R Singapore	InfanTree
22	Outdoor/Cars & Automotive Services	Elephant	Y&R Singapore	InfanTree
23	Outdoor/Cars & Automotive Services	Whale	Y&R Singapore	InfanTree
24	Outdoor/Fundraising & Charities	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)
25	Outdoor/Fundraising & Charities	EZ-Donation Billboards (Dreams)	DDB Group Singapore	Community Chest Singapore
26	Outdoor/Pharma & Cosmetics	A Daughter's Greatest Fear - "Blondes, Brunettes	Publicis Singapore	Lancome - L'oreal Singapore
27	Outdoor/Retail/ Restaurants & Fast food outlets	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore
28	Outdoor/Travel, Transport & Tourism	Brother and Sister	Grey Group Singapore	Qatar Airways
Radio				
1	Advertising over 30 Secs	Energizer Lithium "Breakfast", "Cats", "Kids"	TBWA Singapore	Energizer Singapore
2	Consumer Products	Energizer Lithium "Breakfast", "Cats", "Kids"	TBWA Singapore	Energizer Singapore

Design				
1	Book Design	Deep Veils	H55	Erik L'Heureux
2	Book Design	A Guide to The Flora and Fauna of The World	H55	Robert Zhao Renhui, Institute of Critical Zoologists
3	Book Design	Being: The Thoughts and Work of Nathan Yong, 2006-2014	H55	Nathan Yong
4	Branding, Corporate ID, Stationery	John Mead Dance Company	Roots	John Mead Dance Co.
5	Branding, Corporate ID, Stationery	THE CLIFFORD PIER	Foreign Policy Design Group	The Clifford Pier
6	Branding, Corporate ID, Stationery	CREATIVE@ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt
7	Branding, Corporate ID, Stationery	Light Card	GOVT Singapore	Adrian Tan
8	Branding, Corporate ID, Stationery	SUPER LOCO	Foreign Policy Design Group	The Loco Group
9	Catalogues, Brochures	Platforms STPI Projects: Haegue Yang	studioKALEIDO	Singapore Tyler Print Institute
10	Flyers & Direct Mail	Papa Palheta Experience Kit	Foreign Policy Experience Kit	Papa Palheta
11	Magazine Covers	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg
12	Magazines & Newspaper	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg
13	Others	The Homeless Book Project	Kinetic Singapore	Books Actually
14	Packaging	Tea Stories	Grey Group Singapore	Manjushree Plantations Ltd
15	Packaging	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg
16	Self Promotion	X'mas (Business) Card	Roots	Roots
17	Spatial Design/Exhibition Design	CREATIVE@ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.
18	Spatial Design/Exhibition Design	Noise Singapore 2014 Festival Exhibition	Black Design Pte Ltd	National Arts Council
Craft For Design				
1	Design / Illustration	CREATIVE@ITIES - Commissioned Illustrations	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.
2	Design / Illustration	IBM SG 60	Ogilvy & Mather Singapore	IBM Singapore
3	Design / Illustration	CREATIVE@ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.
4	Photography	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg
5	Writing for Design	Rubbish Famzine: Till Death Do Us Part	Kinetic Singapore	Holycrap.sg
6	Animation & Illustration for Digital, Moving Image	CREATIVE@ITIES	Black Design Pte Ltd	Bureau of Cultural Affairs Kaohsiung City Govt.
CYBER				
1	Banners & Other Rich Media	Know Your English' Web Banners	Grey Group Singapore	British Council Singapore
2	Innovative Online Ad-Solution	Know Your English' Web Banners	Grey Group Singapore	British Council Singapore
3	Innovative Online Ad-Solution	World Under Water	BBDO Proximity Singapore	CarbonStory LLP
4	Online Videos	IKEA Bedroom Stories (Campaign)	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
5	Online Videos	Mercedes-Benz Experiments - Water, Sand, Air	BBDO Proximity Singapore	Mercedes-Benz Singapore
6	Online Videos	Tiger Street Football 2014 - Uncage Football	Iris Worldwide	Heineken Asia Pacific
7	Online Videos	"[Dream Exchange] Bjorn the Urban Farmer"	Two Oceans Film Company	Samsung Electronics Co. Ltd
8	Online Videos	The Secret to a Smile	Veer Pictures	SUPER Group Ltd
9	Other Cyber Solutions	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)
10	Other Cyber Solutions	Guardian Angel	JWT Singapore	Association of Women For Action And Research (AWARE)
11	Viral Advertising (Including Viral Videos)	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
12	Viral Advertising (Including Viral Videos)	Save the Children	DDB Group Singapore	Unilever Singapore
13	Viral Advertising (Including Viral Videos)	Hello~, 过年几happy有没有?	Veer Pictures	Black on Black Creative Pte Ltd
14	Website & Microsites	World Under Water	BBDO Proximity Singapore	CarbonStory LLP
15	Website & Microsites	IBM SG 60	Ogilvy & Mather Singapore	IBM Singapore
16	Website & Microsites	Stop The Decline	JWT Singapore	Kampong Collective Pte Ltd

Craft- Cyber				
1	Animation	The Reyka Encounter	Goodstuph/Make Studios	William Grant & Sons
2	Animation	Share it to end it	JWT Singapore	CABCY-Coalition Against Bullying For Children & Youth
3	Art Direction	The Crocs Colorlite Tale	R/GA Singapore	Crocs Inc
4	Art Direction	The Secret to a Smile	Veer Pictures	SUPER Group Ltd
5	Best Cinematography (For Online Videos)	StarHub 4G4Good	Freeflow Productions	DDB Singapore
6	Best Cinematography (For Online Videos)	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific
7	Best Cinematography (For Online Videos)	"[Dream Exchange] Bjorn the Urban Farmer"	Two Oceans Film Company	Samsung Electronics Co. Ltd
8	Best Cinematography (For Online Videos)	The Secret to a Smile	Veer Pictures	SUPER Group Ltd
9	Best Direction (For Online Videos)	Hello~, 过年几happy有没有?	Veer Pictures	Black on Black Creative Pte Ltd
10	Best Direction (For Online Videos)	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific
11	Best Direction (For Online Videos)	StarHub 4G4Good	Freeflow Productions	DDB Singapore
12	Best Direction (For Online Videos)	Tiger Beer Megacities of Asia - Bangkok Flyers	Freeflow Productions	Irisnation Singapore
13	Best Direction (For Online Videos)	Tiger Beer Megacities of Asia: Sydney Illuminated	Freeflow Productions	Irisnation Singapore
14	Best Direction (For Online Videos)	"[Dream Exchange] Bjorn the Urban Farmer"	Two Oceans Film Company	Samsung Electronics Co. Ltd
15	Best Direction (For Online Videos)	"[Dream Exchange] Adam the Urban Experimenter"	Two Oceans Film Company	Samsung Electronics Co. Ltd
16	Best Direction (For Online Videos)	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore
17	Best Direction (For Online Videos)	StarHub Wong Wai Fai (remix)	Freeflow Productions	DDB Singapore
18	Best Direction (For Online Videos)	StarHub #SG4SG - Chia's Vegetable Supply	Freeflow Productions	DDB Singapore
19	Best Editing (For Online Videos)	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific
20	Best Editing (For Online Videos)	StarHub 4G4Good	Freeflow Productions	DDB Singapore
21	Best Editing (For Online Videos)	McDonald's All in One Rhythm - Fiesta	Freeflow Productions	DDB Singapore
22	Best Editing (For Online Videos)	The Secret to a Smile	Veer Pictures	SUPER Group Ltd
23	Copywriting	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd
24	Illustration & Graphic Design	Gobble Gobble	Kinetic Singapore	Maki-san
25	Illustration & Graphic Design	Mentos Supermentos	BBH Asia Pacific	Merfetti Van Melle, Mentos
26	Use of Photography	Stop The Decline	JWT Singapore	Kampong Collective Pte Ltd
27	Use of Video	IKEA 2015 Catalogue Video	Freeflow Productions	BBH Asia Pacific
28	Use of Video	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore
29	Use of Video	StarHub #SG4SG - Chia's Vegetable Supply	Freeflow Productions	DDB Singapore
30	Use of Video	StarHub 4G4Good	Freeflow Productions	DDB Singapore
31	Use of Video	Tiger Beer Megacities of Asia - Bangkok Flyers	Freeflow Productions	Irisnation Singapore
32	Use of Video	Tiger Beer Megacities of Asia: Sydney Illuminated	Freeflow Productions	Irisnation Singapore
Direct				
1	Direct Integrated Campaigns	StarHub 4G4Good	DDB Group Singapore	StarHub
2	Direct Reponse/Digital	StarHub 4G4Good	DDB Group Singapore	StarHub
3	Direct Reponse/Digital	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation
4	Direct Response/Ambient	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)
5	Direct Reponse/Digital	Know Your English' Web Banners	Grey Group Singapore	British Council
6	Direct Reponse/Digital	World Under Water	BBDO Proximity Singapore	CarbonStory LLP
7	Direct Response/Ambient	Reinventing the autograph	TBWA Singapore	adidas Singapore
8	Direct Mail	Hidden Frigate	Y&R Singapore	Republic of Singapore Navy
9	Direct Reponse/Digital	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)
10	Direct Response/Ambient	The Homeless Book Project	Kinetic Singapore	Books Actually

Craft- Direct				
1	Art Direction for Craft	Tea Stories	Grey Group Singapore	Manjushree Plantations Ltd
2	Art Direction for Craft	The Invisible IT Pro	TBWA Singapore	Hewlett-Packard Singapore
3	Art Direction for Craft	"Go Every Where"	Leo Burnett Group Singapore	Skyscanner Private Limited
4	Art Direction for Craft	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore Pte Ltd
Promo & Activation				
1	Integrated Campaign led by Promo & Activation	4G4Good	DDB Group Singapore	StarHub
2	Product Launch Or Relaunch	4G4Good	DDB Group Singapore	StarHub
3	Product Launch Or Relaunch	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)
4	Product Launch Or Relaunch	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
5	Use of Digital or Social Platforms in a Promo Campaign	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation
6	Use of Digital or Social Platforms in a Promo Campaign	World Under Water	BBDO Proximity Singapore	CarbonStory LLP
7	Use of Digital or Social Platforms in a Promo Campaign	IKEA Damansara Lookalikes	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
8	Use of Digital or Social Platforms in a Promo Campaign	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)
9	Use of Digital or Social Platforms in a Promo Campaign	Pizza Hut Forecaster	JWT Singapore	Pizza Hut Singapore Pte Ltd
10	Use of Digital or Social Platforms in a Promo Campaign	Tiger Street Football 2014 - Uncage Football	Iris Worldwide	Heineken Asia Pacific
11	Use of Event & Field Marketing	Fan-Sponsored Team	DDB Group Singapore	StarHub
12	Use of Event & Field Marketing	Reinventing the autograph	TBWA Singapore	adidas Singapore
13	Use of Event & Field Marketing	The Scenthesizer	Iris Worldwide	Asia Pacific Breweries (Singapore) Pte Ltd
14	Use of Event & Field Marketing	Clear Headers	DDB Group Singapore	Unilever Singapore
15	Use of Event & Field Marketing	Heineken Sunrise	Iris Worldwide	Asia Pacific Breweries (Singapore) Pte Ltd
16	Use of Event & Field Marketing	Water Eye Performance	Grey Group Singapore	GlaxoSmithKline Pte Ltd Singapore
17	Use of Event & Field Marketing	Arthur's Day - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
18	Use of Merchandise	Subway - Say It With A Sub	Saatchi & Saatchi	Subway Systems Singapore Pte Ltd
19	Use of Merchandise	Tea Stories	Grey Group Singapore	Manjushree Plantations Ltd
20	Use of Print or Outdoor in a Promo Campaign	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)
21	Use of TV or Radio in a Promo Campaign	#SG4SG	DDB Group Singapore	StarHub
Mobile				
1	Activation by Location or Proximity	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)
2	Activation by Location or Proximity	The Wi-Fi Break In	Kinetic Singapore	Alfocus Systems Pte Ltd
3	Integrated campaign led by Mobile	4G4Good	DDB Group Singapore	StarHub
4	Integrated campaign led by Mobile	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)
5	Mobile Applications	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation
6	Mobile Applications	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf
7	Mobile Website & Web Apps	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)
8	Tablets & Other Devices	Reyka Encounter	Goodstuph/Make Studios	William Grant & Sons
9	Use of Innovative Technology for Mobile	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)
10	Use of Innovative Technology for Mobile	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf
11	Use of Innovative Technology for Mobile	4G4Good	DDB Group Singapore	StarHub
Craft - Mobile				
1	Interface & Navigation	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation
2	Interface & Navigation	The Glenfiddich Experiene	Goodstuph/Make Studios	William Grant & Sons
3	Interface & Navigation	Reyka Encounter	Goodstuph/Make Studios	William Grant & Sons
4	User Experience	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)

5	User Experience	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation
6	User Experience	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf
7	User Experience	The Glenfiddich Experiene	Goodstufh/Make Studios	William Grant & Sons
8	User Experience	Glenfiddich: Love, Lineages & Legacies	Goodstufh/Make Studios	William Grant & Sons
9	Visual Design/Aesthetic	The Glenfiddich Experiene	Goodstufh/Make Studios	William Grant & Sons
10	Visual Design/Aesthetic	Glenfiddich: Love, Lineages & Legacies	Goodstufh/Make Studios	William Grant & Sons
11	Visual Design/Aesthetic	Reyka Encounter	Goodstufh/Make Studios	William Grant & Sons
TV & Film Advertising				
1	TV & Cinema Commercial 45 Secs & Under	Chupa Chups Headmaster	BBH Asia Pacific	Perfetti Van Melle, Chupa Chups
2	TV & Cinema Commercial 45 Secs & Under	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore
3	TV & Cinema Commercial 45 Secs & Under	NTUC Future You	BBH Asia Pacific	NTUC Income
Film Advertising Craft				
1	Art Direction	Mercedez-Benz Experiments - Sand	BBDO Proximity Singapore	Mercedez-Benz Singapore
2	Cinematography	It's Time To Roll	Grey Group Singapore	Birla Tyres
3	Cinematography	StarHub 4G4Good	Freeflow Productions	DDB Singapore
4	Direction	NIKE Playpinoy	BBH Asia Pacific	NIKE
5	Direction	Comfort 'The Day I Visited My Son'	Collider Films + O&M	Unilever
6	Direction	StarHub Wong Wai Fai	Freeflow Productions	DDB Singapore
7	Direction	StarHub #SG4SG-Ah Balling Peanut Soup, Chia's Vegetable Supply, Hj Osnam	Freeflow Productions	DDB Singapore
8	Editing	StarHub #SG4SG - Chia's Vegetable Supply, Hj Osnam Malay Barber	Freeflow Productions	DDB Singapore
9	Use of Original Score	Bundaberg Rum - Men like us like rum	Song Zu Singapore	Diageo
10	Use of Original Score	Sunlight Pig	Fuse Adventures in Audio	Lowe Thailand
Media				
1	Use of Digital & Social Platforms	Share It To End It	JWT Singapore	CABCY - Coalition Against Bullying For Children and Youth
2	Use of Digital & Social Platforms	Know Your English' Web Banners	Grey Group Singapore	British Council
3	Use of Digital & Social Platforms	World Under Water	BBDO Proximity Singapore	CarbonStory LLP
4	Use of Digital & Social Platforms	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
5	Use of Digital & Social Platforms	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)
6	Use of Mobile Devices	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)
7	Use of Mobile Devices	McDonald's Surprise Alarm	DDB Group Singapore	McDonald's Corporation
8	Use of Mobile Devices	Offline Books	DDB Group Singapore	Math Paper Press (Books Actually)
9	Use of Mobile Devices	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf
10	Use of Outdoor and Ambient	EZ-Donation Billboards (Dreams)	DDB Group Singapore	Community Chest Singapore
11	Use of Outdoor and Ambient	The Talking Fridge	Cheil Singapore Pte Ltd	Samsung Asia Pte Ltd
12	Use of Outdoor and Ambient	Home For Hope	DDB Group Singapore	Save Our Street Dogs (SOSD)
13	Use of Screens	#SG4SG	DDB Singapore	StarHub
14	Use of Special Events and Stunt/Live Advertising	Reinventing the autograph	TBWA Singapore	adidas Singapore
15	Use of Special Events and Stunt/Live Advertising	Clear Headers	DDB Group Singapore	Unilever Singapore
16	Use of Special Events and Stunt/Live Advertising	Eukanuba Play Fetch	Saatchi & Saatchi	Proctor&Gamble International Operations SA S'pore Branch
17	Use of Special Events and Stunt/Live Advertising	Fan-Sponsored Team	DDB Group Singapore	StarHub
18	Use of Special Events and Stunt/Live Advertising	The Scentsesizer	Iris Worldwide	Asia Pacific Breweries Singapore
19	Use of Special Events and Stunt/Live Advertising	Arthur's Day - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore

Integrated				
1	Integrated	IKEA BookBook	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
2	Integrated	4G4Good	DDB Singapore	StarHub
3	Integrated	NIKE Bajak JKT	BBH Asia Pacific	NIKE
4	Integrated	#SG4SG	DDB Singapore	StarHub
5	Integrated	Arthur's Day - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
6	Integrated	Tiger Street Football 2014 - Uncage Football	Iris Worldwide	Heineken Asia Pacific
7	Integrated	"Go Every Where"	Leo Burnett Group Singapore	Skyscanner Private Limited
8	Integrated	See The Big Picture	Germs Singapore	Singapore Press Holding Ltd
Entertainment & Branded Content				
1	Live Experience	NIKE Bajak JKT	BBH Asia Pacific	NIKE
2	Live Experience	Heineken Sunrise	Iris Worldwide	Asia Pacific Breweries (Singapore) Pte Ltd
3	Live Experience	See The Big Picture	Germs Singapore	Singapore Press Holdings Ltd
4	Live Experience	Arthur's Day Out - A Bold Night Out	BBDO Proximity Singapore	Asia Pacific Breweries Singapore
5	Live Experience	The Scenthesizer	Iris Worldwide	Asia Pacific Breweries Singapore
6	Use or Integration of Digital or Social Media	World Under Water	BBDO Proximity Singapore	CarbonStory LLP
7	Use or Integration of Digital or Social Media	IKEA April Fools - Woman Found Living in IKEA	BBH Asia Pacific	Ikano Pte Ltd (IKEA Singapore)
8	Non-fiction Programme, Series or Film	adidas team-ups	TBWA Singapore	adidas Singapore
Innovation				
1	Innovation	Hearing Aide	Grey Group Singapore	The Singapore Association For The Deaf
2	Innovation	Guardian Angel	JWT Singapore	Association Of Women For Action And Research (AWARE)
CSR				
1	CSR	Singaporeans Against Poverty -Cars, Lunch, Classes, Shoes	Goodfellas	Caritas Singapore Community Council
2	CSR	Logos Against Breast Cancer - Facebook, Instagram, Twitter	DDB Singapore	Breast Cancer Foundation